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Netopia Creates Connection Web for Madison Nuggets

French retail chain turns to Netopia to improve store-to-store communication and billing processes

EMERYVILLE, Calif., Dec. 12, 2006 – Netopia, Inc. (Nasdaq: NTPA), a market leader in broadband service assurance solutions, announced France-based retail chain Madison Nuggets is using Netopia's 3300 Series ADSL2+ gateways to connect its 60 sales outlets and franchises, monitor product inventories, and support voice-over-IP (VoIP) services. Madison Nuggets also uses the Netopia broadband business gateways to manage credit-card payments over ADSL2+ lines, saving them from relying on separate analog point-of-sale (POS) terminals to complete transactions.

“There was no way to keep track of our sales network in real time. It used to take more than ten days to collect data and receipts from each store, which was extremely restrictive and costly,” said Olivier Caussou, cofounder of Madison Nuggets. “With Netopia’s gateways, we can quickly connect to our stores, producing full performance reports for all of our stores at any time. We reduce our operating costs and save time on store monitoring.”

Before installing Netopia’s gateways, Madison Nuggets required all its sales outlets to mail receipts back to the central office to monitor overall product stock. The retail chain sought a centralized management system and decided to set up virtual private networks (VPNs) to link the 60 stores to the company’s headquarters and handle data exchanges. Each Madison Nuggets outlet also migrated its telephone system to VoIP, using Netopia’s gateways to route calls through the network.

As it continues to take advantage of its new ADSL2+ networks, Madison Nuggets plans to install Netopia’s Wi-Fi Hot Spot solution throughout all its stores by 2007. Store owners will be able to easily rearrange their store layouts without worrying about complicated wiring, and store patrons will be able to enjoy Internet access from their laptops by purchasing Madison Nuggets’ connection cards.

“Businesses in the retail industry rely on steady communications to keep their sales outlets and franchises connected, and many are now looking to leverage their DSL networks to streamline the process,” said Chantal Korver, European marketing manager for Netopia. “By partnering with businesses like Madison Nuggets, we’re enabling retailers around the globe to experience firsthand the extensive capabilities of DSL networks—from connecting remote stores with the main office to utilizing them for voice communications—and helping them cut costs and ease management.”

About Netopia

About Netopia Netopia, Inc. delivers broadband service assurance solutions through high-performance broadband customer premises equipment and carrier-class remote device management and support software. Netopia's broadband gateways feature advanced technology, high reliability, and remote manageability to assure delivery of triple-play and IPTV

services. Netopia's service assurance software platforms empower carriers, service providers, and enterprises with remote device management, centralized support, and value-added services to speed deployment of innovative new broadband applications across home and business networks. Netopia has established strategic distribution relationships with leading carriers and broadband service providers, including AT&T, BellSouth, Covad Communications, eircom, Swisscom, and Verizon.

Headquartered in Emeryville, Calif., Netopia's common stock is listed on the NASDAQ Capital Market under the symbol "NTPA". Netopia has entered into a definitive agreement with Motorola, Inc, under which Motorola will acquire all of the outstanding shares of Netopia's common stock. The acquisition is subject to customary regulatory approval and the approval of Netopia's stockholders, and is expected to be completed in early 2007. Further information about Netopia can be obtained via phone at (510) 420-7400, fax at (510) 420-7601, or on the Web at www.netopia.com.

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